

PERSONAL CLIMATE ACTION

Thinking Globally, Acting Locally

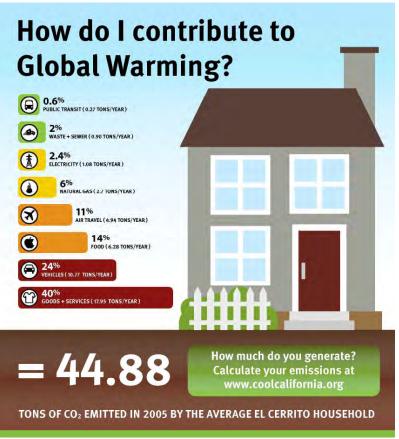
El Cerrito's carbon footprint is larger than what is documented in the 2005 Baseline Inventory. The majority of goals and strategies proposed in Chapters 3 and 4 specifically address sources of emissions over which the City exercises some sort of influence, whether it be through leadership, outreach and education, projects, programs, or codes and ordinances. However, climate action in El Cerrito should not be limited to only to the actions of the City. Achieving the significant GHG reductions needed to stabilized the climate will require everyone in the El Cerrito community to take action.

Helping El Cerrito Meet Its Reduction Goal

Many of the emissions reduction strategies discussed in this plan rely on voluntary participation by members of the community. Without wide-spread adoption and collaboration among residents, businesses, institutions, and the City, El Cerrito will not be able to achieve its reduction targets.

There are other sources of emissions that are beyond the scope of the CAP, but can still be reduced through voluntary actions. These emission sources include the production and transportation of food and goods* consumed in El Cerrito, transportation beyond City limits, and air travel† by El Cerritans. Figure 5,1, Carbon Footprint of Average El Cerrito Household, captures this greater carbon footprint. This average footprint was developed using University of California at Berkeley's online CoolClimate carbon calculator.‡

Fig. 5.1: Carbon Footprint of Average El Cerrito Household



^{*} Consumer Food and Goods: According to the US EPA, the provision of goods and food (from materials extraction, manufacture, and distribution) causes approximately 42% (29% for goods, 13% for food) of GHG emissions in the U.S.

[†] Air Travel: In 2005 U.S. citizens traveled approximately 1,900 miles per person per year on domestic airline routes (RITA, 2010). If El Cerritans are similar to the U.S. average, it can be assumed that El Cerritans also generated another 5 tons CO2e per capita.

[‡] Carbon footprint calculated on the UC Berkeley CoolClimate Calculator (http://coolclimate.berkeley.edu) using averaged income and energy data for El Cerrito households.

Figure 5.2, A Household Climate Action Plan, provides a sample of the types of actions households and individuals can take to both help El Cerrito implement the CAP and to reduce their overall carbon footprint. As illustrated in it only requires a few of the actions recommended in this Plan to meet and even surpass a 15% reduction in household carbon emissions, while "Other Climate Actions" provides even greater reductions.

Fig. 5.2: A Household Climate Action Plan for 2020

	Lbs CO2 Reduced / Year	% of Household CO2
Actions to Implement the CAP*		
Commute car-free to work or school at least 1 more time per week	908	3%
Walk or bike instead of driving to conduct errands at least 5 miles per week	239	1%
Seal and insulate your attic	1,119	4%
Seal and insulate your walls	1,117	4%
Seal and insulate your floors	531	2%
Replace your old furnace and /or repair leaky furnace ducts	612	2%
Monitor your water bill and bring water use down to below 175 gallons per day	10	0%
Install solar PVs to offset 75% of electricity use	1,921	7%
Reduce garbage by 1/3rd	921	3%
Compost your food scraps	501	2%
Household* 15% Reduction Goal by 2020	4,221	15%
Total Reductions Identified per Household	7,879	28%
Other Climate Actions		
Convert your yard to Bay-Friendly Landscaping	2,048	7%
Plant and maintain at least 1 tree per person in household	469	2%
Grow some of your own fruits and vegetable (500 lbs per year)	350	1%
Eat from lower on the food chain (eat 1/2 the meat you normally would)		4%
Reduce food miles by buying regionally produced seasonal foods 75% of the time	luce food miles by buying regionally produced	
Additional Reductions Identified	4,192	15%
Total Reductions Identified per Household	12,071	43%
* Percentages based on CAP Inventory, where the average El Cerri	to household	is

Climate Action in Your Community

Following are suggestions for promoting climate action in among friends, at work, school, places of worship and in the greater community.

Among Friends:

- Pledge to reduce your household carbon footprint by an additional 2-5% each year for the next 3 years and then encourage people you know to do the same.
- Start a "Low Carbon Diet" group to learn about and support each other in adopting low carbon habits. This can be done among friends, as part of a church group, or a neighborhood or civic group.

At Work, School, Places of Worship:

- Look for ways to increase efficiencies and decrease waste at your work or school.
- Contact the El Cerrito Recycling and Environmental Resource Center to see if your work or school is recycling all that it could or to get set up for organics collection for composting.
- Contact the Bay Area Green Business Program for a Green Business Certification.
- Purchase Energy Star appliances and equipment.
- Reduce paper waste by enabling printers to automatically print double-sided sheets.
- Monitor irrigation and repair water leaks.
- Contact EBMUD and PG&E to find out about programs to help your work or school reduce water and energy use.
- Contact 511 Contra Costa.org to develop a green commute incentive program for all employees.



A "walking bus" is becoming a more common way to get kids safely to and from school.

- Work with your parent/teacher group to create a "walking bus" or "bike bus" to safely walk and bike kids to work.
- Form a Green Team at your work or school to identify and implement initiatives specific to your business or institution.

Get Involved In You City:

- Contact the City's Recycling and Environmental Resource Center to get on a list to receive monthly e-mail updates on environmental activities and programs in the City.
- Volunteer in an Earth Day work party.
- Join the City's Environmental Quality Committee's Green Teams to work on neighborhood clean up and local restoration projects all year round.
- Bring your ideas on environmental and climate change issues and projects to the City's Recycling and Environmental Resource Center and/or Environmental Quality Committee.

Resources

Water Efficiency

EBMUD

ebmud offers survey kits and rebate incentives to conserve water and save you money www.ebmud.com
1-866-403-2683

Energy Efficiency

PG&E Rebate Programs

pg&e offers online tools and rebate incentives to reduce energy usage and save you money www.pge.com/myhome/saveenergymoney/moneysaver/
1-800-PGE-5000

East Bay Energy Watch (EBEW)

ebew provides energy efficiency programs for alameda and contra costa residents http://www.eastbayenergywatch.com/

Clean Energy

PG&E California Solar Iniative (CSI) Rebate Program

csi offers rebate incentives to customers who install renewable energy systems on their buildings http://www.pge.com/csi/

Trip Reduction

511 Contra Costa

511 provides free up-to-the-minute traffic, transit, rideshare, and bicycling information www.511contracosta.org 925.969.0841 ext. 204

Waste Reduction

Recycling + Environmental Resource Center (RERC)

rerc is a one-stop drop-off recycling center that can answer waste reduction/diversion questions www.ecrecycling.com (510) 215-4350

Green Business

Contra Costa Green Business Program

the green business program helps businesses green operations and rewards them for doing so www.greenbiz.ca.gov (925) 335-3220

Overall Sustainability

El Cerrito's Environmental Quality Committee (EQC)

eqc involves the community in understanding and reducing our impact on the environment www.el-cerrito.org/eqc

Ecology Center

ecology action offers climate change action workshops for groups of 5-10 http://www.ecologycenter.org/climatechange/ (510) 548-2220 x240